Project Area Scope of Work   *Updated: 091712*

Name of Region: Northeast   **Name of Project Area:** SME/Entrepreneur Utilization

Planning and Outreach Priorities	Broadband planning and outreach priorities for this Project Area: 1. **Increase awareness of the benefits of Broadband for econ. development** 2. **Increase meaningful utilization among small/medium enterprises**
Project Area Boundaries	Boundaries for this Project Area: **Gateway ADD, FIVCO ADD, Buffalo Trace ADD, and c Estill and Powell counties of the Bluegrass ADD**
Priorities (Sector/Geography)	Priority sectors and/or geographies for focus in this Project Area: **Training organizations and supporting agencies for SMEs in FIVCO/BT/Gateway/parts of Bluegrass ADDs**
Availability, Adoption, Utilization Gaps	Broadband availability, adoption, or utilization gaps for focus in this Project Area: 1. **Small business adoption and use, particularly for business growth** 2. **Public Access/Availability to broadband**
Project Area Working Group Membership	Individuals who have agreed to be members of this Project Area Working Group: 1. **Jason Boggs, Gateway ADD** 2. **Gail Wright, Gateway ADD** 3. **Kevin Cornette, Buffalo Trace ADD** 4. **Amy Kennedy, Buffalo Trace ADD** 5. **Sherry McDavid, FIVCO ADD** 6. **Kelly Ward, FIVCO ADD**
Project Area Working Group Chair	Individual who has agreed to chair this Project Area Working Group: **Jason Boggs**
Next Steps	Next steps and timeframes guiding the work in this Project Area: 1. Conf. Call/buy-in consensus Monday 11 am

** If additional space is required, please attach additional pages to this template. **

Approved: May 31, 2012 - KY Broadband Central Planning Session   Jason Boggs
                                                                    Working Group Chair

Project Area Focus

➢ FIVCO, Buffalo Trace, and Gateway ADDS, and Estill and Powell counties in Bluegrass ADD
➢ Focus: training and supports for existing and new small businesses to enhance their Internet utilization through increased digital literacy.

Project Area Profile: (Baker/SNG Team responsibility)

The task will be to develop a project area profile, drawing on data in recent reports. Special attention will be provided to the following areas:
a) Identify predicted level and characteristics of low utilization by small businesses.
b) Identify main barriers to adoption and utilization, as well as preferred means of acquiring Internet skills.
c) Identify opportunities for increased utilization by small businesses.

Identify, contact and recruit stakeholders for Initial Planning Session (Sept)

Stakeholders Recruitment

- Make personal contact with key stakeholders to ensure availability and participation
- Send written workshop invitations (and personal calls if time and energy permit)
- Send Invitations to pre-workshop Webinar

Types of Stakeholders to be Recruited

A. Utilization by SMEs
- Agencies supporting small businesses, especially those with a training mandate
- Local governments
- Chambers of Commerce and organizations assisting SMEs
- Service Organizations
- SBDC managers/personnel

Logistics

a) Identify and confirm Initial Planning Area (IPA) Workshop date and location
b) Identify how invitations will be sent out, including follow-up and registration process.
c) Other logistics: refreshments, audio-visual aids, etc.

Purpose of *Initial Planning Area (IPA) Workshop* in September

a) General awareness and education around broadband adoption and utilization
b) Presentation of Project Area Profile
c) Discussion and issue identification within the focus area: small business utilization
d) Priority setting
e) Identification of general strategies for dealing with priority issues.